

Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A reflective image display medium comprising:
 - a display substrate having a first side and a second side;
 - a back substrate;
 - an electrode formed on the first side;
 - a spacer for forming a gap between the display substrate and the back substrate;

two kinds of particles differing in color and charging polarity sealed between the display substrate and the back substrate, wherein the two kinds of particles are respectively having recursive reflectivity retroreflective particles and black particles; and

a filter of plural colors for transmitting light of a specific wavelength, wherein the filter is formed on the second side, the filter containing dispersed colored fine particles; and

wherein the filter is divided into plural chromatic regions and plural achromatic regions, the achromatic regions being configured to transmit a reflected light reflected by one kind of the particles to an outside of the reflective image display medium.
2. (Previously Presented) A reflective image display medium according to claim 1, wherein the two kinds of particles are white and black respectively.
3. (Previously Presented) A reflective image display medium according to claim 1, wherein the two kinds of particles are respectively particles of which at least a surface is metal and black particles.

4. (Canceled)

5. (Previously Presented) A reflective image display medium according to
claim 1, wherein the display substrate and the filter are integrated.

6. (Canceled)

7. (Previously Presented) A reflective image display medium according to
claim 1, wherein the filter is divided into plural regions, and each region has any one of colors
in a combination capable of forming an achromatic color by an additive process, and colors of
consecutive regions compose the combination.

8. (Previously Presented) A reflective image display medium according to
claim 1, wherein the plural colors are arranged in stripes.

9. (Previously Presented) A reflective image display medium according to
claim 1, wherein the filter is any one of a matrix mosaic type, triangle type, and four-pixel
array type.

10. (Previously Presented) A reflective image display medium according to
claim 1, wherein the filter is disposed on the display substrate, and a protective layer having a
function of diffusing light is disposed on the filter.

11. (Canceled)

12. (Previously Presented) A reflective image display medium according to
claim 1, wherein the spacer is achromatic and transparent.

13. (Previously Presented) A reflective image display medium according to
claim 1, wherein the display substrate and back substrate comprise plural electrodes facing
each region dividing the filter.

14. (Previously Presented) A reflective image display device comprising:
 - the image display medium according to claim 1, and
 - irradiating means for emitting a white light to the inside of the image display medium from the display substrate side of the image display medium.
15. (Previously Presented) A reflective image display device comprising:
 - the image display medium according to claim 1, and
 - irradiating means for emitting a white light to the inside of the image display medium from a side end portion of the display substrate.
16. (Currently Amended) A reflective image display device comprising:
 - a display substrate having a first side and a second side;
 - a back substrate;
 - an electrode formed on the first side;
 - a filter of plural colors formed on the second side, wherein the filter is divided into plural chromatic regions and plural achromatic regions, the achromatic regions being configured to transmit a reflected light reflected by one kind of the particles to an outside of the reflective image display device, the filter containing dispersed colored fine particles;
 - a spacer for forming a gap between the display substrate and the back substrate;
 - two kinds of particles differing in color and charging polarity sealed between the display substrate and the back substrate, wherein the two kinds of particles are respectively ~~having recursive reflectivity~~ retroreflective particles and black particles;
 - irradiating means for emitting a white light inside from the display substrate side; and
 - spectral means disposed between the irradiating means and the display substrate.

17. (Currently Amended) A reflective image display method for displaying an image by using a display medium comprising a display substrate having a first side and a second side, a back substrate, an electrode formed on the first side, a spacer for forming a gap between the display substrate and the back substrate, two kinds of particles differing in color and charging polarity sealed between the display substrate and the back substrate, wherein the two kinds of particles are respectively having recursive reflectivity retroreflective particles and black particles, and a filter of plural colors for transmitting light of a specific wavelength formed on the second side, the filter contains dispersed color particles, wherein the filter is divided into plural chromatic regions and plural achromatic regions, the achromatic regions being configured to transmit a reflected light reflected by one kind of the particles to an outside of the reflective image display medium, and wherein the light of specific wavelength passing through the filter of plural colors is reflected in part or in whole by one of the two kinds of particles to display a color of a first tone, and the light of specific wavelength is absorbed in part or in whole by the other of the two kinds of particles to display a color of a second tone different from the first tone, thereby displaying an image.

18. (Currently Amended) A reflective image display medium comprising:

- a display substrate having a first side and a second side;
- a back substrate;
- an electrode formed on the first side;
- a spacer for forming a gap between the display substrate and the back substrate;
- two kinds of particles differing in color and charging polarity sealed between the display substrate and the back substrate, wherein the two kinds of particles are respectively having recursive reflectivity retroreflective particles and black particles; and

a filter of plural colors for transmitting light of a specific wavelength, the filter contains dispersed color particles, wherein the filter is formed on the second side,

wherein the filter is divided into plural chromatic regions and plural achromatic regions, the achromatic regions being configured to transmit a reflected light reflected by one kind of the particles to an outside of the reflective image display medium, and

wherein the light of specific wavelength passing through the filter of plural colors is reflected in part or in whole by one of the two kinds of particles to display a color of a first tone, and the light of specific wavelength is absorbed in part or in whole by the other of the two kinds of particles to display a color of a second tone different from the first tone, thereby displaying an image.

19. (Currently Amended) A reflective image display medium comprising:

a display substrate;

a back substrate;

a plurality of first ~~particles having recursive reflectivity~~ particles, the first ~~particles being retroreflective particles~~, which are sealed between the display substrate and the back substrate, configured to reflect light and to move to a display substrate side due to an electric field;

a plurality of second particles sealed between the display substrate and the back substrate, the second particles having substantially black color and configured to move to the back substrate side as the first particles move to the surface of the display substrate side; and

a filter, containing dispersed colored fine particles, which is disposed in the display substrate side, having a chromatic region and an achromatic region, the achromatic

region being configured to transmit a reflected light reflected by the first particles to an outside of the reflective image display medium.

20. (Canceled)

21. (Currently Amended) The reflective image display medium according to claim 19, wherein the first particles have at least one of substantially white ~~color, color and a~~ surface of ~~metal, and recursive reflectivity, metal~~.

22. (Previously Presented) The reflective image display medium according to claim 19, wherein the first particles have a size smaller than a size of the achromatic region and concentrate in a portion, which corresponds to the achromatic region, of the display substrate side due to the electric field so as to increase the reflected light.

23. (Previously Presented) The reflective image display medium according to claim 22, further comprising a plurality of electrodes corresponding to the achromatic regions, wherein the electrodes control the first particles to concentrate in the portion.

24. (Previously Presented) The reflective image display medium according to claim 19, wherein the filter has a plurality of the chromatic regions, and the achromatic region is disposed between the chromatic regions.

25. (Previously Presented) The reflective image display medium according to claim 19, wherein the filter has a plurality of sets of regions, each of the sets having a plurality of the chromatic regions and the achromatic region, each of the chromatic regions having one of colors in a combination capable of forming an achromatic color by an additive process.

26. (Previously Presented) The reflective image display medium according to claim 25, wherein the combination includes colors of red, green, and blue.

27. (Previously Presented) The reflective image display medium according to claim 19, further comprising an irradiating unit that emits light to the first particles through the filter.

28. (Previously Presented) The reflective image display medium according to claim 19, wherein the display substrate and the filter are integrated.

29. (Previously Presented) The reflective image display medium according to claim 19, wherein the achromatic region is colorless.